

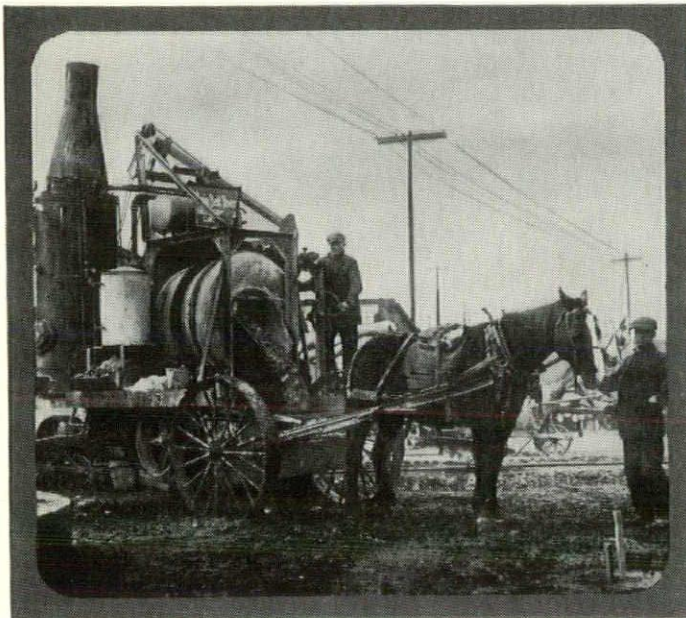


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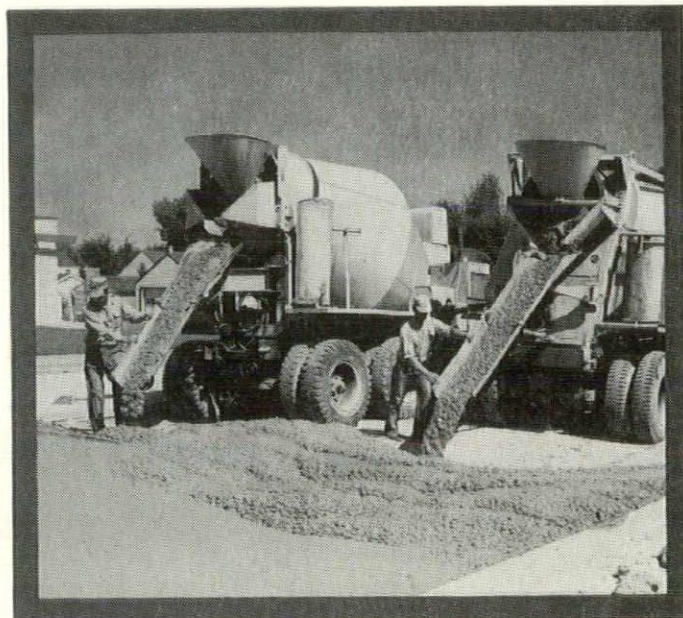


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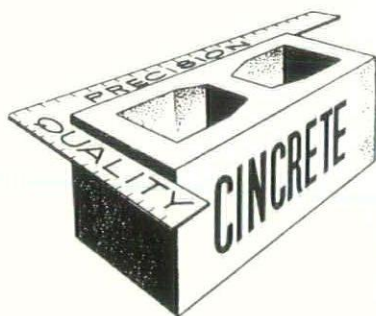
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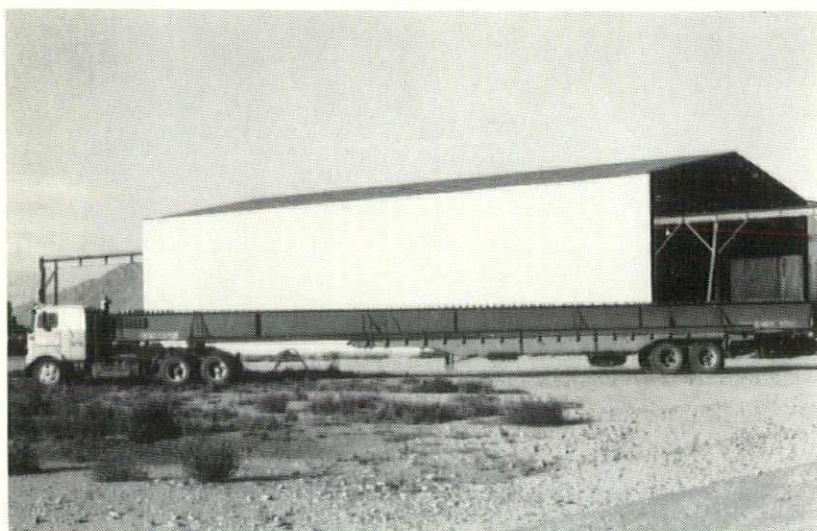
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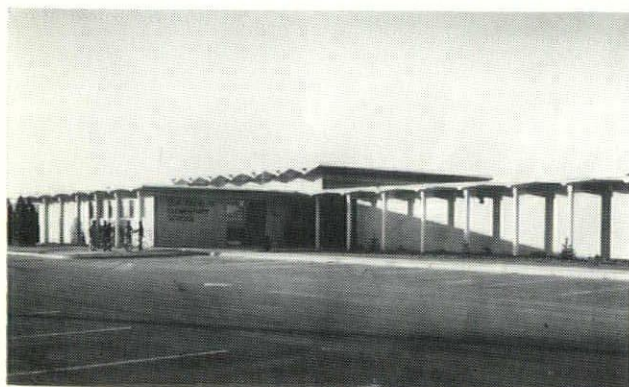
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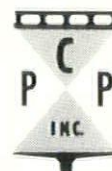
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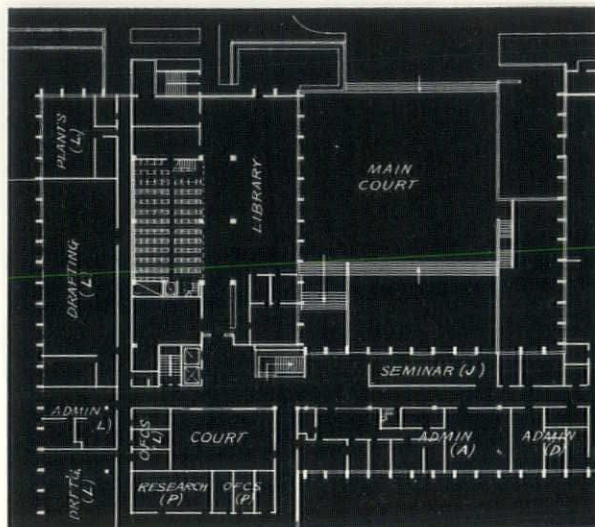
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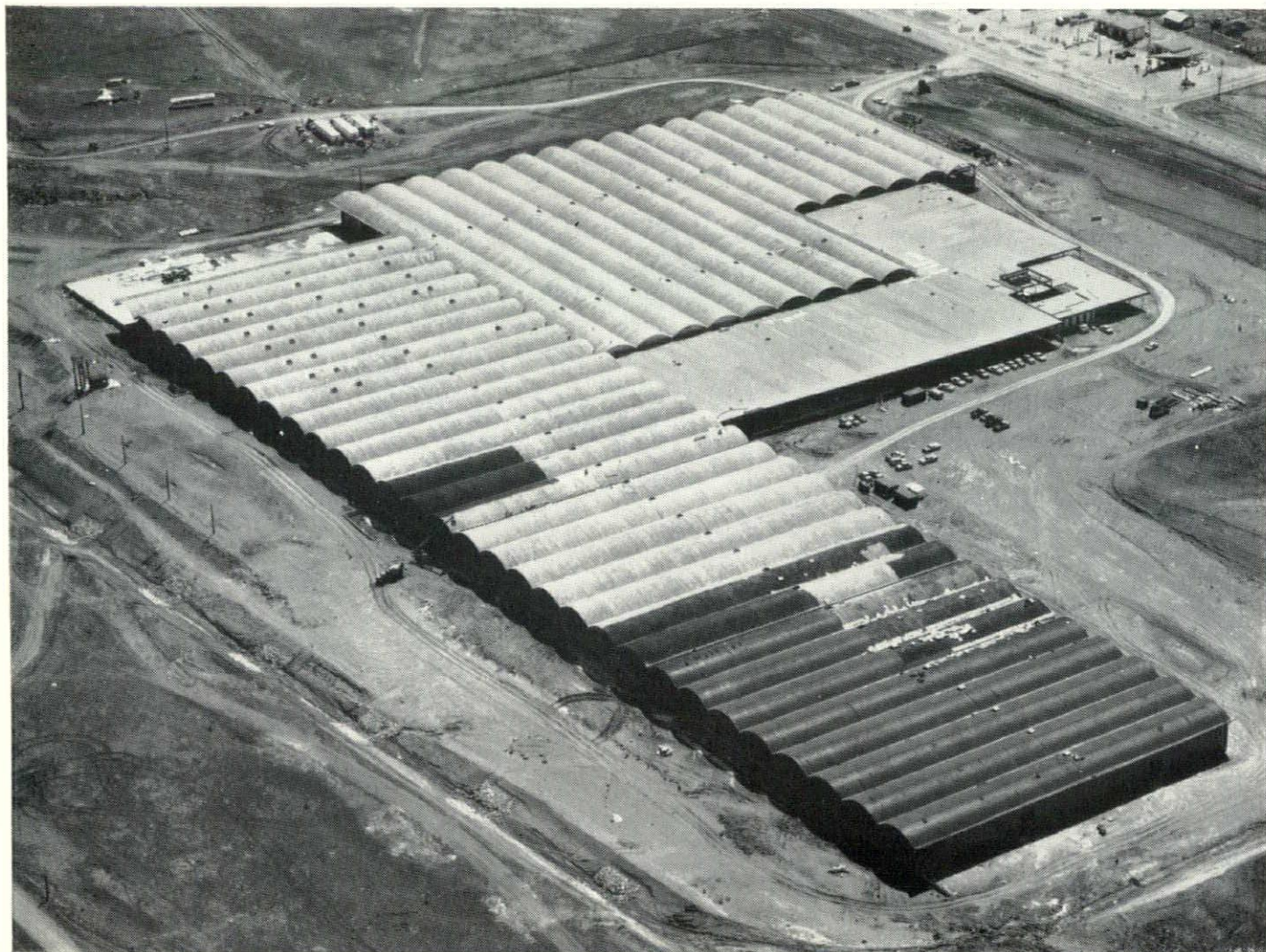
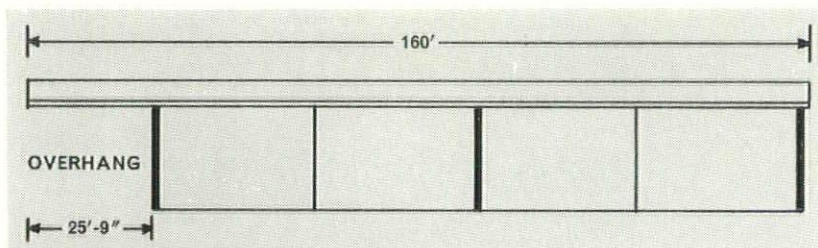


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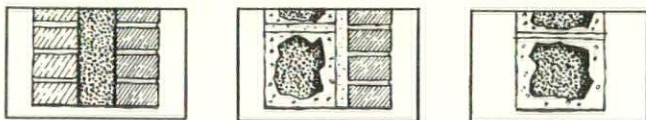
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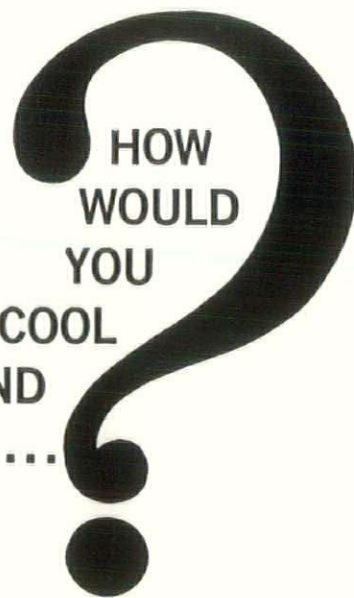
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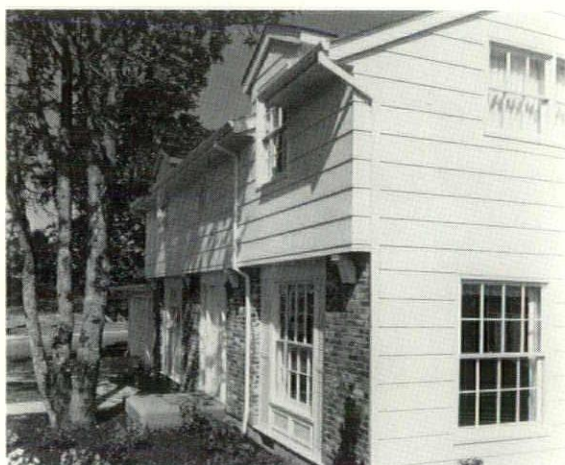
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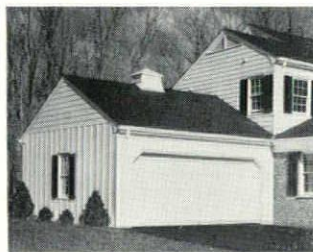


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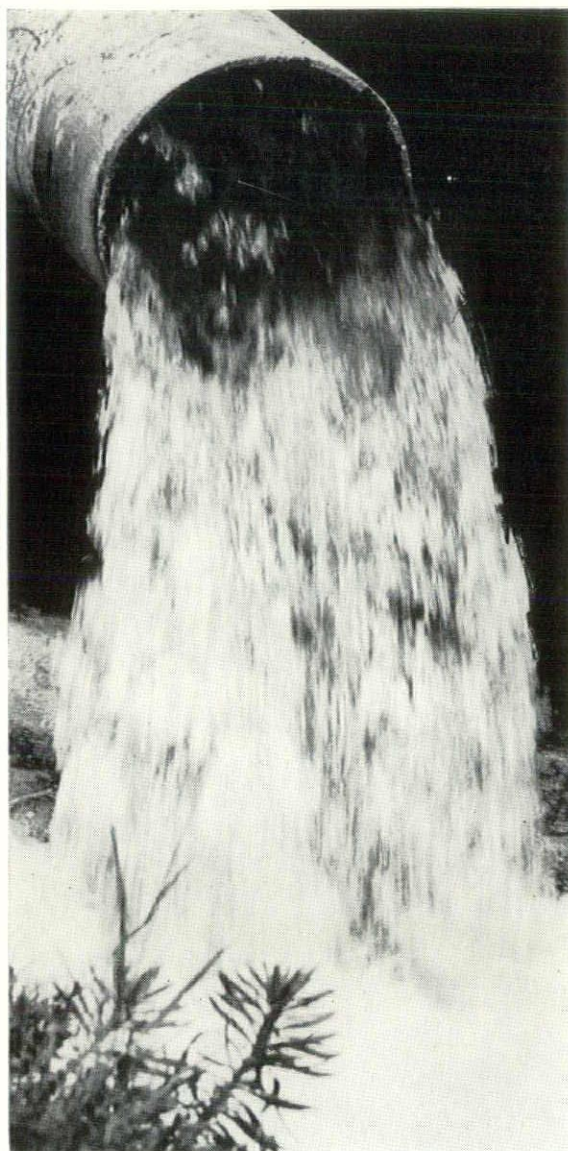
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**NEW MEXICO PIPE TRADES INDUSTRY PROGRAM**



# AN OPEN LETTER TO NEW MEXICO'S ARCHITECTS

by Thomas R. Vreeland, Jr., A.I.A.

Dear Fellow-Architects:

I have just returned from Princeton University where I attended a conference of thirty-five of the seventy-odd schools of architecture in the country. The overwhelming impression I brought back with me is one of the profession of architecture standing at this moment at a crossroad. The scope and enormity of the problem we face has in the last five years become readily discernible. President Johnson's January 26 statement on the rebuilding of our cities and the staggering price tag that he had attached to the job simply highlights the mounting concern throughout this country with the critical (in terms of our survival) need for developing habitable urban environments. The crucial issue which our profession faces at this moment is: are we as architects properly qualified to do the job which must be done? Is the training we received adequate to meet the real challenge? Have those of us who have been out of school ten, fifteen, twenty years managed to keep sufficiently abreast of the new developments, the new techniques and skills needed to cope with problems which increasingly apparently offer no easy solutions? Can today's practitioner, faced with increasingly complex legislation, social issues and sophisticated technological innovation, maintain leadership in the reshaping of our environment or will he be forced to abdicate to others better trained to handle them? In almost every school I have visited since September, in every part of the country, at every conference I attended, one concern was foremost in everybody's mind—the need for a change in the education of the architect. The discussion centered around the improved methods for obtaining and analyzing essential information, new techniques largely borrowed from the engineering sciences for solving complex design problems, the new environmental data which the behavioral and social sciences are making available to us. This year's ACSA Conference at Cranbrook has as its topic "The Architects Restructure Their Problems." The meeting at Princeton, alluded to earlier, was one of three throughout the country called by the AIA Education Research Project, headed by Robert Geddes, to help the schools and the profession to train themselves in the new methods which will be needed in structuring our environment.

"The problems," (I quote Geddes) "arise because it has become so difficult for architects—practitioners, faculty and students alike—to apply their understanding of form in the context of today's society. The needs of the user have become more complex and diverse. Often conflicting needs can be articulated by special interest groups in a way that

was unheard of only a few decades ago. And the social, economic and technological processes through which the physical environment is built have also grown enormously in complexity.

"The essential problem is that the schools are not turning out enough men to cope with the vast building program of the coming decades. Too few can make the formal skills they developed in their academic training a potent force in the creation of better environment. Too many fail to develop the competence that will make them a vital force in the improvement of their communities."

The overwhelming feeling at the Princeton Conference was that the changes in the profession would have to be initiated by the schools. Ben Thomson, a former principal in The Architects' Collaborative and Chairman of Architecture at Harvard, declared that he was thoroughly convinced that the practice of architecture was about to undergo a profound change, but that the change could not take place within the profession. The offices were out of control. The schools would have to make the changes, and the professionals and the educators would have to work this out together. He further declared that practice and teaching together were inseparable and essential. He warned that the schools can always buy good teachers but that, separated from practice, five years later these men were 'dead.' He also expressed the opinion that the offices, since their future might ultimately depend on the schools, had a responsibility to Teaching in time, in money and in manpower.

A prevailing theme of continuing education to the architect ran through the conference. Elliot Whitaker of Ohio State expressed his concern that graduates of architecture schools, now in offices, were making decisions for which they were never trained and he told of how, to combat this, his school was working with the local society of architects to develop continuing education programs for them. He mentioned that a very efficient system for doing this job was already in effect at the University of Illinois. He warned the schools not to wait for the profession to ask for these courses as it would most likely be too late, but to take the initiative themselves in offering them. William Speer from Auburn University told of how in order to combat the total lack of feedback information to the school from graduates, they had instituted a very successful program of continuing education to architects by means of TV. This took the form of workshop sessions with local architects in which the gain in information to the school was as great as to the participants.



If the challenge today to the nation's architects is great, the challenge to New Mexico's architects is at least as great, possibly greater. With a projected growth that will double the Albuquerque population in twenty years and triple it by the year 2000, the State will be hard-pressed to provide architects in the quantity or of the competency that will be needed to handle such a vast building program. If we are to continue to design our own buildings and not, by default, abdicate this prerogative to better qualified architects from outside the State, it will depend on a very high degree of mutual trust, support and cooperation between the profession and the University here in New Mexico. The Department of Architecture has already begun tooling up for this task by drastically restructuring the teaching curriculum, adding an additional year of instruction and introducing radically new design techniques into the training. As a participant in the AIA Educational Research Project, the Department will have a direct access to the most advanced methods of analysis and

design developed by professionals or schools across the country, and it is our intention to share these directly with you by inviting your participation in school events, juries and seminars whenever possible. We hope to be able to develop research programs directly related to the community and, as soon as possible, extension courses for practicing architects. This will require the addition to our staff of architects and planners with special skills, brought from outside the State, but skills which can be directly applied to local problems. We hope, over the coming critical years, to be able to build up our resources in staff and facilities sufficiently to create a force within the State which, in concert with New Mexico's architects, can effectively meet the challenge ahead.

Sincerely yours,  
*Thomas R. Vreeland, Jr., AIA*  
*Chairman, Department of Architecture*  
*University of New Mexico*

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## THE 15th ANNUAL CONFERENCE, MOUNTAIN STATES REGION, AIA

Plans are proceeding. Ideas are being born at a rapid rate. A conference is in the making. Panelists are being sought: one panelist has been secured, one has given a tentative commitment, others are cancelling their other appointments so that they can participate.

Homes throughout Santa Fe are being made ready to receive visitors. Restaurants are polishing the silver. Shops are ordering or making new items for October delivery. All is being made ready for the vast multitude of visitors expected to arrive in Santa Fe from the far reaches of the Western Mountain Region, AIA.

Certainly you and your wife must plan to be with us. We expect you to join us, so that we can show you the best of our hospitality and the best of our wonderful Santa Fe country.

THE TITLE: DESIGN FOR PEOPLE  
THE PLACE: SANTA FE, NEW MEXICO  
THE TIME: OCTOBER 12, THROUGH 15, 1966

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## ALBUQUERQUE HONOR AWARDS ... a correction

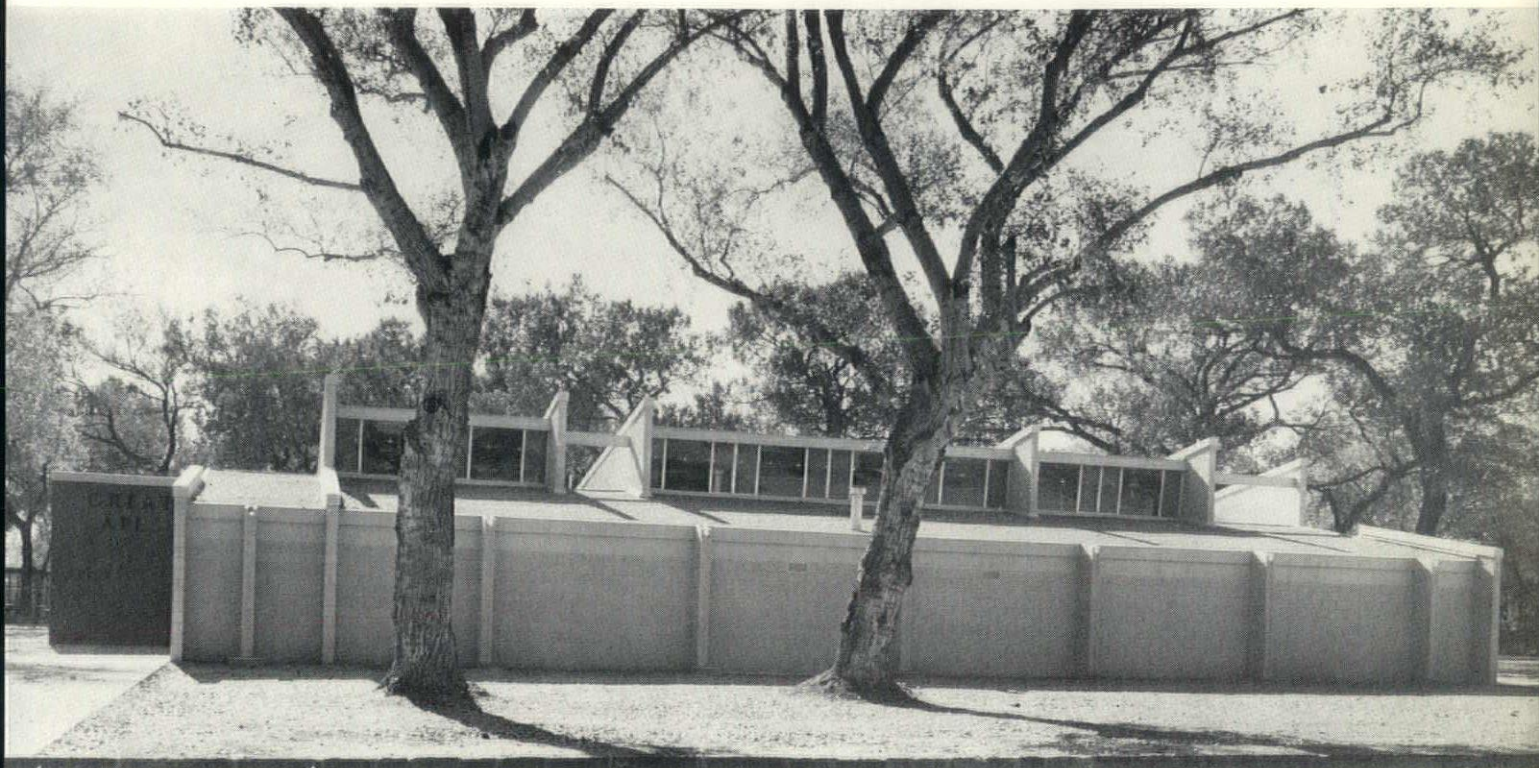
The first annual awards banquet of the Albuquerque Chapter of the American Institute of Architects held on December tenth was reported in the January-February issue of this magazine. At that time the magazine published one of the five *Awards of Merit* announced at the banquet: the Women's dormitory at Highland's University, Las Vegas, New Mexico, designed by Robert Walters.

In publishing the awards, however, the editors

made a serious and unfortunate error. They confused the awards given to Mr. Don P. Schlegel and Mr. Robert Walters. They mistakenly reported that Mr. Schlegel's John D. Robb house had received the *Award of Merit* rather than the *Award of Honor*. (Mr. Schlegel's house was presented in the September issue of *NMA*). The editors wish to apologize to both Mr. Schlegel and to Mr. Walter for this confusion.

In this issue we publish one other building which received an *Award of Merit*. The two other Award winners, which also have not previously been presented in *NMA*, will be published in the next issue.





## **A Home For The Apes**

**WRIGHT AND UNDERWOOD**

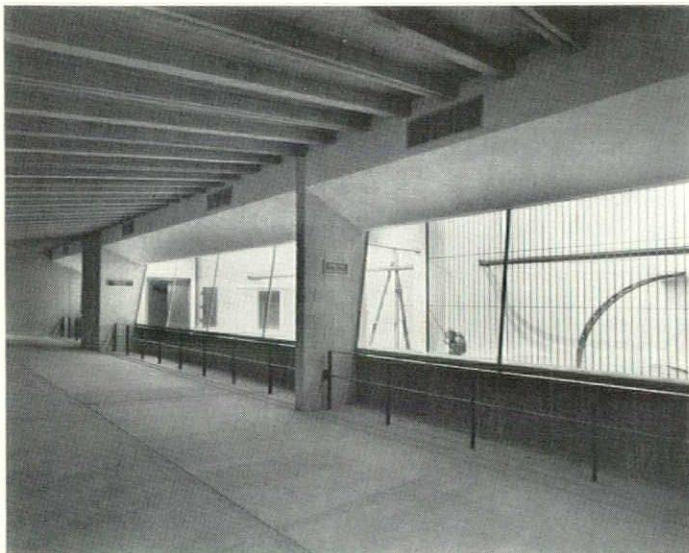
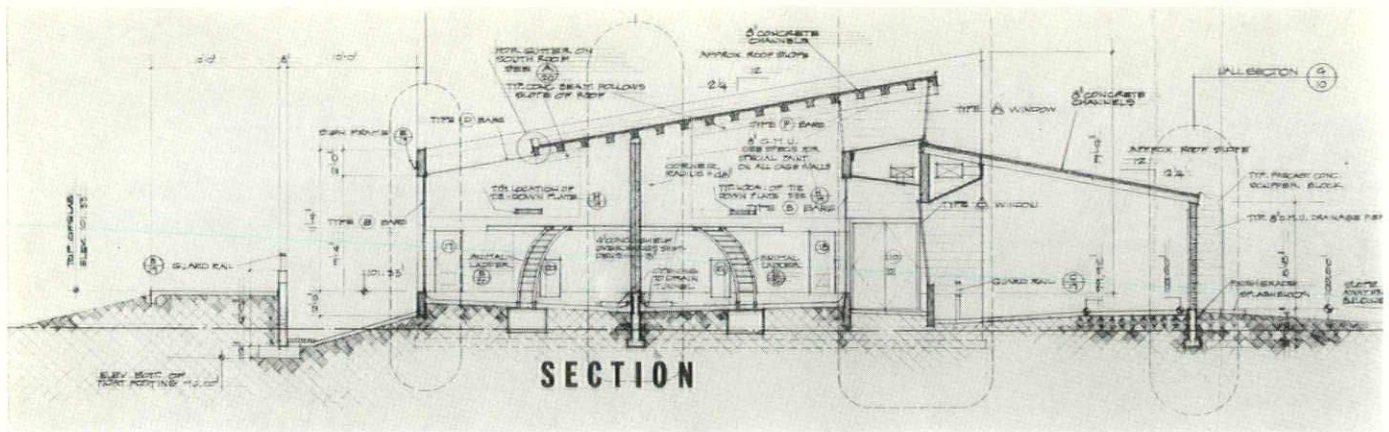
**ARCHITECT - ENGINEER**

**BRADBURY AND STAMM, CONTRACTORS**

**DICK KENT PHOTOGRAPHY**

**A MERIT AWARD — ALBUQUERQUE CHAPTER AIA — 1966**





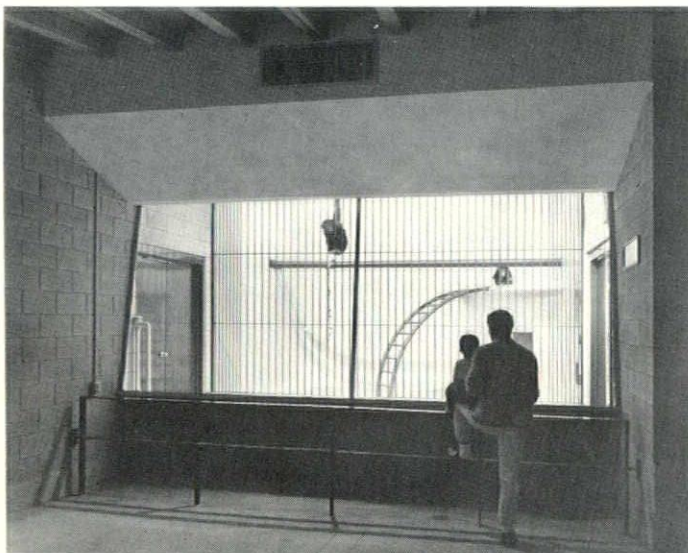
The form for the new Primate House at the Albuquerque Zoo is given by the cross-section which was carefully developed for the best exhibition purposes. The north facing clerestory is expressed in saw tooth fashion on the end elevations.

Natural light is admitted at the clerestory through canted glass which cuts down reflections. The gallery light level is held to a desirable minimum to insure best viewing with little or no reflection through the canted glass.

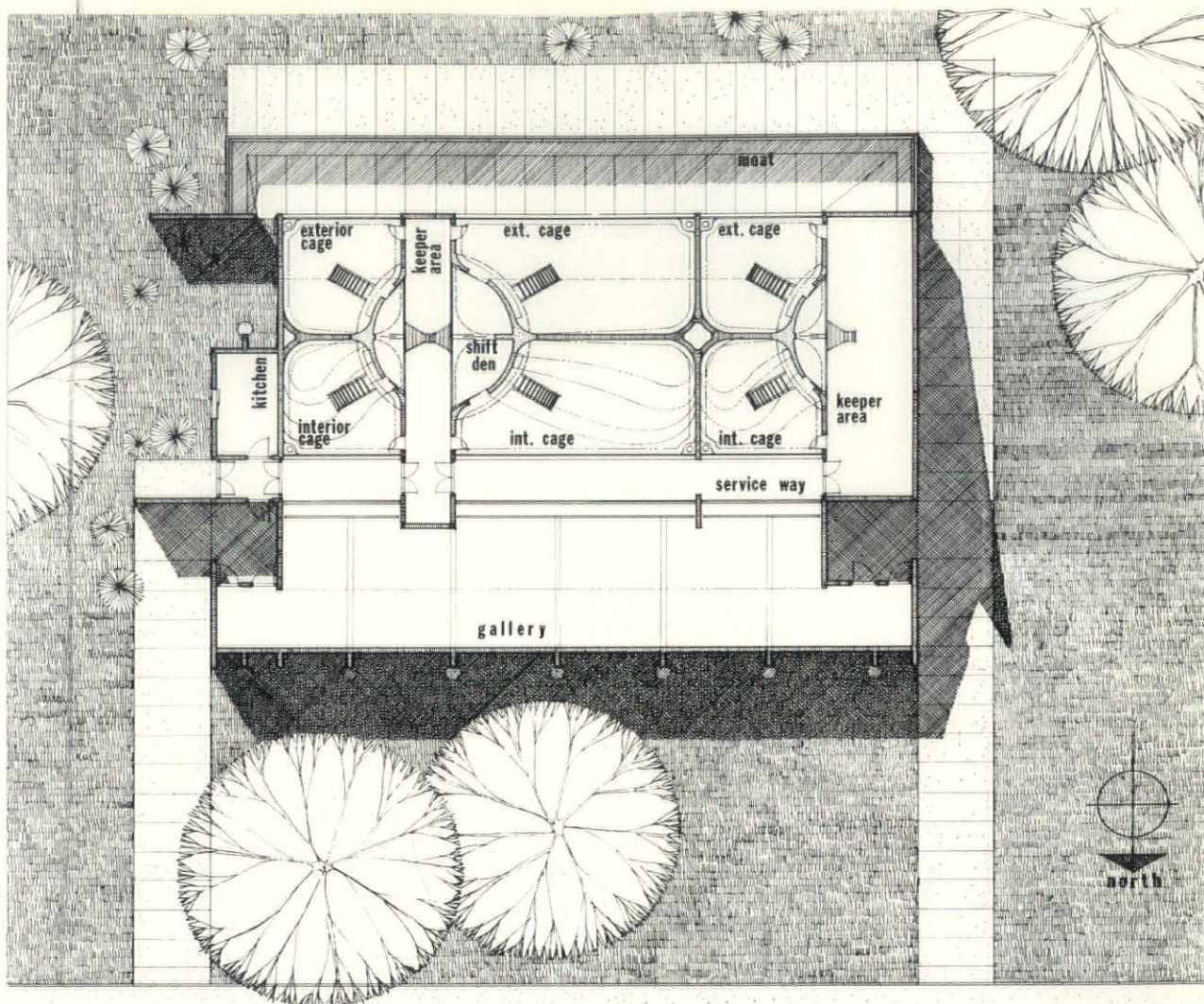
The mechanical system furnishes humidified warm or cool air at all times. The apes are extremely sensitive to respiratory diseases and a uniform humidity and temperature is mandatory.

Budget limitations reduced design to the barest essentials. Concrete masonry is the basic building material, which is honestly used and expressed.

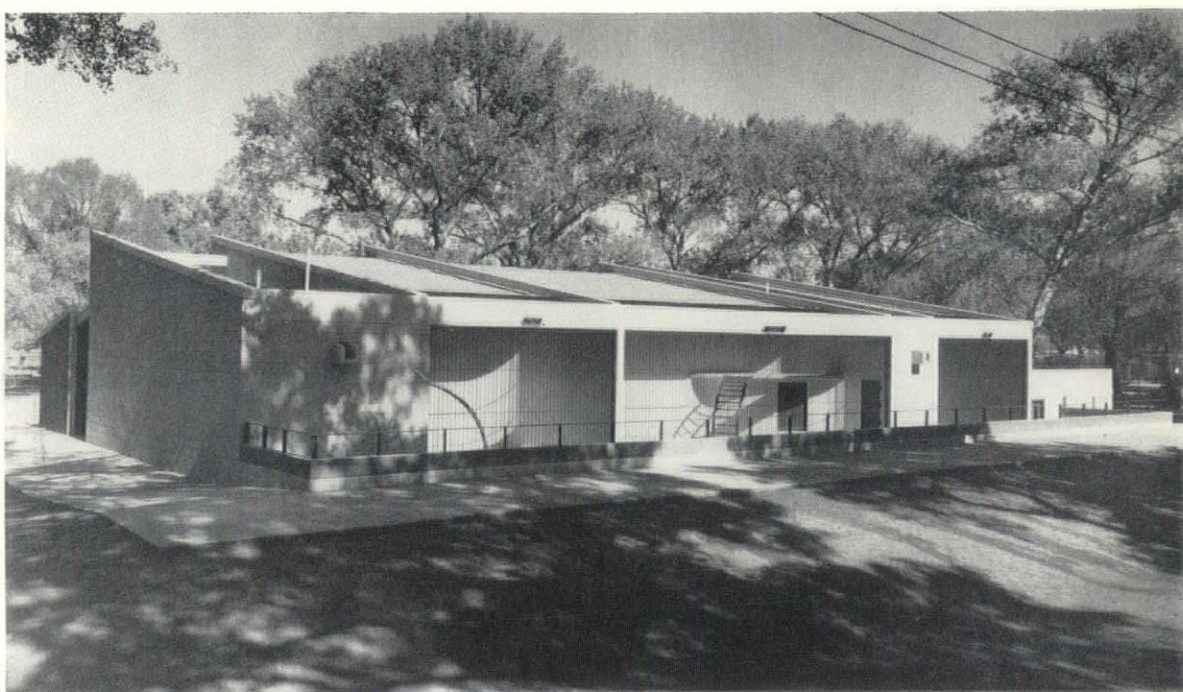
Exterior landscaping will be under the direct responsibility of the City Parks Department.



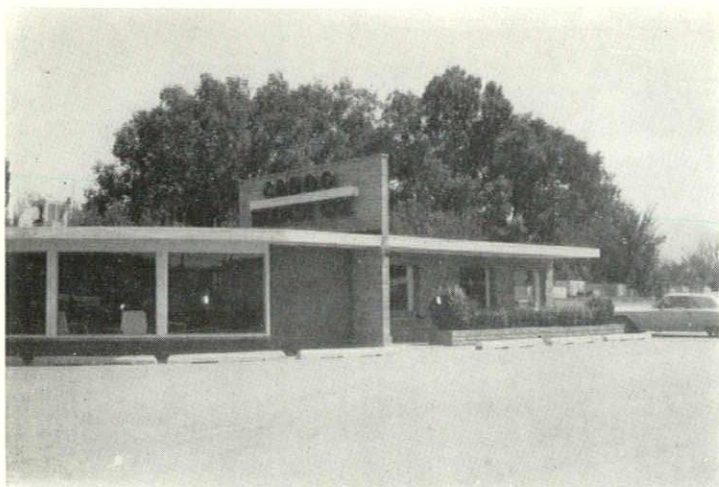




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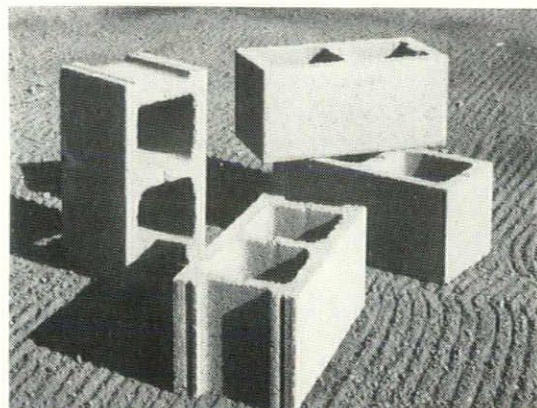
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The ACTION OFFICE

Photo shows a sitdown worker's grouping



Design by George Nelson



## the strip!

### What is it?

—J. B. Jackson

*The following article was delivered as a talk to students in the course in City Planning at the University of New Mexico on January 7, 1966. Other students in the Department of Architecture who did not hear the lecture expressed a desire to be able to read it, and it seems to the Editor that it would be of great interest to architects and thoughtful citizens in the area. In agreeing to publishing the lecture, however, Mr. Jackson requested that we note that it was written in the conversational manner of a talk rather than as a formal article.*

□                      □                      □                      □                      □                      □                      □

I want to ask your help in a study which I've undertaken, more or less in my spare time. What I am trying to do is understand and define in a tentative way that part of the average American town or city known as *the strip*. I'm not satisfied with the name, to begin with, but I have to use it until a better name comes along.

The strip, as I understand it, is that part of the city that extends along either side of an important highway after (or before) it passes through the downtown section. In terms of Albuquerque we can say that there are about four strips: Central West of the Rio Grande for about two miles, Central East of (say) Washington for about three miles; Fourth Street North of the bypass, and Highway 85 beginning West of the Rio Grande. I'm not very familiar with this last strip, which in any case has a different character from the other three.

In all four cases the strip is more or less a double row of business establishments which depend on the automobile. They either cater directly to the needs of the automobile — filling stations, junkyards, auto parts, repair garages, and so on; or else they sell cars in one form or another — used car lots, new car outdoor salesrooms, trailers, farm equipment; or else they cater to people who transact their business *in cars* — drive-in restaurants and hamburger stands, motels, drive-in movies, and trailer villages. These car-oriented businesses seem to be in the majority. But there are other businesses along the strip that seem to fit into another category; shopping centers, wholesale gas distributors, tourist shops, night clubs, and even an occasional department store.

In other words the strip can contain just about every kind of structure — except permanent dwell-

ings, office buildings, public buildings, and I dare say you could find examples of those in other cities if you looked hard enough.

What is it then that makes the strip a recognizable and easily defined area? The presence of the automobile is the answer. Not merely automobiles passing up and down the highway, but automobiles stopping. And this means two things; there must be room for parking around these establishments, and access from the highway must be as easy and direct as possible. So part of my definition of the strip would be — that area of the city along an important highway where the business establishments have ample space directly connected, and where there is little sidewalk or interval between the road and the establishment itself. I think these are obvious features, but very important. Whenever we find business establishments with little or no parking, or parking in some remote lot down the street, and whenever there is some sort of barrier between the establishment and the traffic on the highway — landscaping, or a wall, or a well traveled sidewalk, then we have left the strip behind; we have entered, or re-entered, the conventional city street.

Well, there is nothing mysterious about these two characteristics, and there is nothing mysterious about why the strip exists. Land is cheaper outside of the center of town, and there are customers passing in the hundreds and thousands. But what I would like to know is, have these various business establishments anything else in common beside their location and their dependence on the automobile? I'm inclined to think that they have, although I am by no means sure. I'm inclined to think that all of them offer very standardized goods and services. By that I mean they sell identical gas — under a





different brand name of course — identical food, identical accommodations, and identical cars. The success of these businesses depends not on any specialty or skill of workmanship, but on their salesmanship and promotion. That is why, or one reason why, the strip is distinguished by large and conspicuous signs, spectacular signs, spectacular architecture and a variety of novel services and conveniences. This kind of business, dealing as it does in standardized, well known and more or less reliable goods and services, is particularly popular with people who are passing through a town and who know nothing about the more specialized businesses in the older section. It is popular with what might be called the impulse buyers — those who say, as they are driving home — I forgot to buy beer, or Kleenex or gas — who probably never stop at that particular place again.

And this brings to mind what seems to me another peculiarity of the strip; its different work schedule. One of the easiest ways of identifying the strip in a new town is to see what places are open after ordinary work hours. Downtown America usually folds up around 6 o'clock; the strip, or a great deal of it, actually comes to life at about that hour. That is when the signs are conspicuous, the bars and drive-ins begin to fill up, and the motels happily light their No Vacancy signs. The shopping centers remain open three night a week (7-11); and some of this activity lasts through the night. This, of course, is the result of late traffic — people going home from work, and out of town travelers turning in for the night; but it seems to me there is also a distinct tempo to the strip. It is part of business promotion to offer fast service in these places — 5 minute car washes, 10 check-out stands, short order meals — a variety of services offered while you wait. It is not that the customers are in a tearing hurry, it is simply that they are where they are for one specific purpose, and want to move on. In contrast with this tempo is the downtown tempo based on the hour — doctor's appointments, parking meters, grease jobs to be done by the end of the day, a half hour to choose the right kind of curtain material, and so on. The residential part of town has its own tempo — biological.

Now these are very obvious traits; automobile-oriented businesses, relying on easy accessibility, spectacular advertising, fast service and long hours — any one of us can identify these characteristics, and add to them. They indicate the general quality of the strip, and help us identify it when we see it. But I think architects and planners ought to have more serious interests in the strip. They ought to know a little how it is formed, how it is structured; they ought to know something about its evolution, and its future. Why do some towns have large and prosperous strips, and others have practically none? In short, architects and planners ought to know





enough about a strip to be able to plan a successful one, one far handsomer, far more efficient than any we so far have.

To take up one of these problems — why do some cities have prosperous strips and others don't, let me give you my theory. Albuquerque offers a good illustration, I think. The strip along Fourth Street, and along Highway 85 South of town are both pretty sorry affairs, without any brilliance, and characterized more and more by second hand stores. Fourth Street used to be the main route North out of Albuquerque, and I can remember when it was a very lively strip for its time. But it was never as lavish as either end of Central. And my explanation is this: Fourth Street by and large (just like Highway 85 South of the city) passes through a poor section of town. East Central on the other hand passes through a prosperous and fast growing residential neighborhood. As for West Central, across the river, that may well develop a flourishing strip as the West Mesa is opened up. At present I find it relatively unattractive.

In other words a strip, contrary to popular belief, depends less on transient traffic than on local traffic for business. I was surprised when I was recently in Texas to pass through good sized towns in the lower Rio Grande Valley and to see few if any signs of a strip. I deduced that this was because the towns were poor, chiefly inhabited by migratory farm workers; and this proved to be the case.

Now if this theory of mine is true, that the strip depends to a large extent on local business, then I think we can account for the presence of a great many establishments which never seemed to be particularly well suited to a transient trade. I mean shopping centers and supermarkets, laundromats, beauty parlors, and drive-ins patronized by teenagers. But even these establishments are unlike their competitors downtown, for they offer parking, and large signs, and a peculiar kind of architecture oriented to the highway and to drive-in traffic. In other words even those businesses designed to satisfy local domestic needs have the quality of the strip; they depend on the automobile.

But it's the automobile in a very special sense: the automobile as the extension of the home, as a kind of mobile fragment of the home. It is the automobile with the children on the back seat, with toys and comics scattered all over the place while mother does the errands. It is the automobile that you drive with rollers in your hair, or when you are pregnant or when you haven't shaved or bothered to put on a shirt. In other words, the drive-in store allows the American family to stay at home and still go shopping; something the American family cannot possibly do downtown. This domestic quality of the

family car accounts for the size of the average Detroit product and for the popularity of certain models — notably station wagons, and it has brought into being a whole series of business establishments along the strip, where the family can remain intact and sloppy and have no contact with the public: drive-in restaurants are one example, drive-in movies are another, and the motel is a third. All are by way of being homes away from home.

But here again, we should note that it is absolutely essential for the family car to be able to park right at the very door of the business. Contact with a critical pedestrian public is to be avoided at all costs.

So we have the paradox that in the midst of the strip with its night clubs and monster filling stations and truck stops and used car lots, we have shopping centers with ample parking space where we find a children's shoe store, a beauty shop and a supermarket. But to repeat, there must be a hinterland of fairly prosperous residences.

Whether it is desirable to have the domestic, family-oriented businesses next to the transient and automoblie business is open to debate. Certainly the strip caters to a very wide variety of publics: teenagers, truck drivers, tourists, heads of families; and I wonder whether the downtown areas, which are so anxious to revive, are any more versatile and popular. In any case I think it is clear that the strip



can't be dismissed as simply a part of town where transients look for certain services. Its origins are equally complex, and it might help if we analyzed a few of them.

The first establishments to exist on the highway outside of town were, as I remember it, places



of amusement: road houses, night clubs, and after the repeal of prohibition, bars and cocktail lounges. There were several reasons for this more or less remote location: being out of the city limits, being away from neighbors, and being at a convenient distance for those who wanted to take a short drive and have a good time. In those days — back in the '20s and '30s, the ownership of a car still implied a certain status. You find the same situation now in Europe: the most fashionable and attractive restaurants and bars and hotels are located about twenty miles out in the country. Later it was in the neighborhood of these road houses that the first American motels were often built. I think you can still notice, along Central Avenue, the night clubs and places of after dark amusement, are older than the surrounding strip. That is because they were built when East Central was an empty stretch of highway — which was no longer than twenty-five years ago.

But there is another reason for the growth of the strip, and while it doesn't apply directly to Albuquerque, as far as I can see, it does apply to most American cities, especially in the East.

What I am referring to is the development, principally in the years directly after the last war, of the factory designed for horizontal handling and processing. Previous to that time most factories in America had been several stories high, for the sake of saving space, but also for vertical handling of

factor in the evolution of the strip. These factories brought with them the usual number of service stations, cafes, and repair shops. It is true that many communities are trying to concentrate factories in industrial parks, but certain types of industry don't always fit in. They prefer the strip.

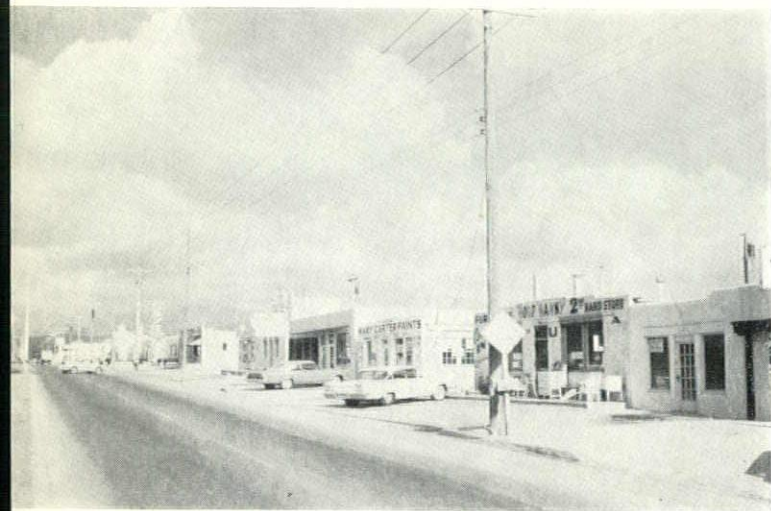
The third reason for the growth of the strip has been the development, since the war, of the trucking industry. Whereas previously many enterprises such as construction material, oil and lubricants, and other bulky products felt they had to be located near the railroad tracks, better roads and more versatile trucks have made a change of location possible; so we have these large wholesale establishments, which need a great deal of room not only for their stock but for maneuvering trucks, building warehouses along the strip.

I think we should add a final factor: the policy of the major oil companies of building filling stations in every conspicuous location, regardless of the amount of business available — at important intersections, near large motels, and most important of all, near a competitor.

So we have some businesses locating originally to be out of town, others where there is plenty of vacant land, regardless of the traffic on the highway; others locating to be near the highway, and others locating in order to catch the eye of the passing motorist. In other words, there is no common denominator to this choice of location. And whereas the motives behind some choices of location are easy to understand — truck stops, for instance, prefer the top of a long grade, motels in general prefer the right side of the highway at the entrance to a city or town, and so on — other choices are likely to remain mysterious to the outsider. One chain of refreshment stands in the East takes some 80 factors into consideration — whether traffic is predominantly male traffic on its way to work, availability of parking in nearby establishments, average speed of traffic, etc.; and then feeds this information into a computer. And all this in order to sell doughnuts to the passing motorist. All that we can safely say is that factors are at work along the strip that the older parts of the city never dreamt of.

I don't mean to keep enumerating the puzzling or unusual features of the strip; I merely want to emphasize its difference from the conventional part of the city, and its very definite individuality. It is hard to say what its future will be. As the ecologists would say, we are not dealing with a climax form — a form which has anywhere to my knowledge achieved stability and predictability. One sign of its newness is its susceptibility to outside influences.

the goods. What was developed, by a few firms of industrial architects, was a vast windowless, one story factory which had a remarkably flexible and adaptable plan, so that it can be used for almost any kind of process, and can be easily expanded. The best location for these factories was of course on the outskirts of the city where large areas of land were available. So there we have the second





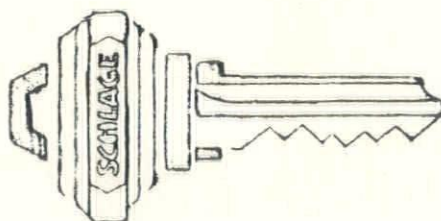
For instance, the growing tendency in American highway construction to have a median down the middle of the strip means that the two sides of the strip are more and more isolated from each other, so that you have the peculiar situation of one side of the strip often having a totally different character than the other. What this will mean in the long run it is impossible to say, but it will certainly produce a very different kind of city.

I hope my remarks have not suggested that I think I know much about the strip. On the contrary, its fascination for me is precisely the number of mysteries it contains. Who designs these drive-in stands and motels and restaurants and shopping centers? Who designs filling stations and why are some of them different? Is the sequence of establishments simply a matter of chance, or are there certain establishments which attract others? I have already mentioned the small, family car oriented shopping center with supermarket, beauty parlor, drugstore and laundromat — the home away from home as it were; there is also the truck stop with cafe and filling station and motel; but are there other societies of this kind? This is the sort of thing the architect or planner ought to know. He ought to be thoroughly familiar with those 80 locational factors Mr. Donut takes into account in the East. He ought to know how to design a flashy motel and a flashy sign to go with it. I myself would like to know much more about the relationship between the strip and the residential areas near it; it is impossible to investigate that when you are merely

traveling through a town. I am convinced, however, that the strip plays an important role in the neighborhood, important economically and important socially, and I frankly don't know how planners can analyze a community — much less design one, without including the strip. But I can't remember ever seeing any project for a new community which included this type of street.

I don't think it's necessary to dwell on the fact that the strip is largely misunderstood and underestimated by the American public — and particularly by architects and critics of the environment. Neither do I think it necessary or wise to praise the strip as a form of folk art or pop art. The strip has a great many disagreeable and even dangerous qualities. But it has immense potentialities, and we have got to study them. We ought to go out, ask questions, watch and observe and compare and try to understand, in order to give form and coherence to all this undisciplined vitality. But one word of caution. The more you immerse yourself in the strip, the more you like it, and the duller the other parts of town become. In the familiar words of Pope: "We first endure, then pity, then embrace." By all means let us embrace the strip and all that it stands for, urbanistically and architecturally speaking; but only as an essential part of the whole city, from which it must never be separated.

—J. B. Jackson



## Southwest Builders Hardware

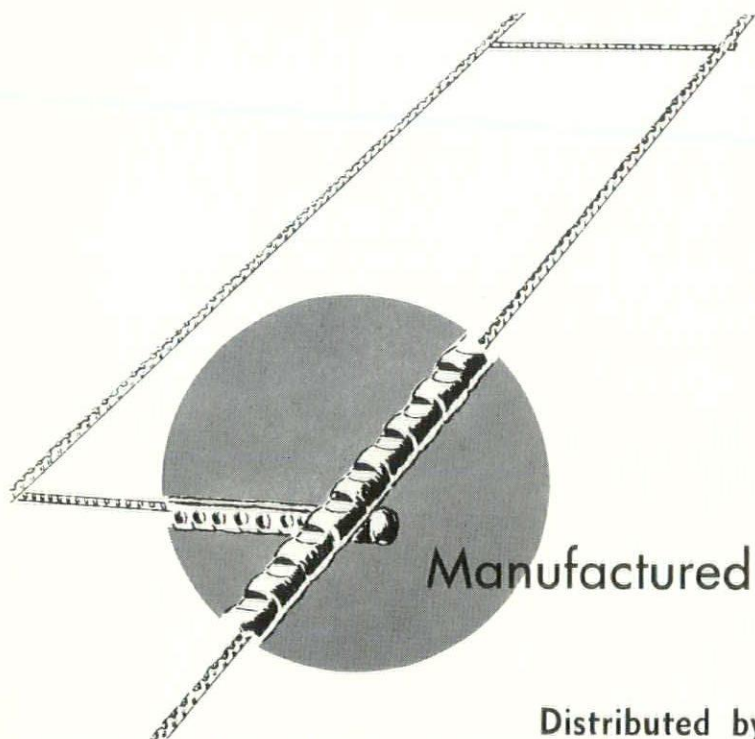
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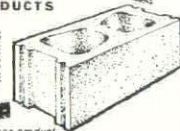
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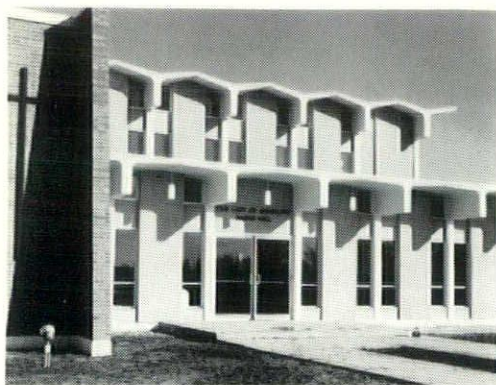
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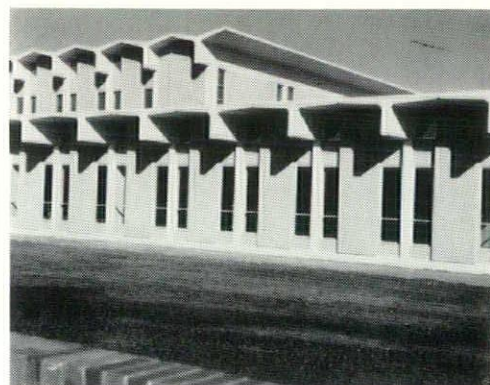
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# THE ANTI-BILLBOARD ACT

## ○ ○ ○ A REPORT

The anti-billboard, anti-junkyard bill has passed the New Mexico Legislature and, as this is written, awaits the Governor's signature. This signature will probably have been affixed by the time the magazine has been printed and distributed.

The bill is a beginning.

Enabling legislation, designed to control billboards and junkyards was made necessary by the Highway Beautification Act (popularly known as the Ladybird Bill) which was recently passed by the national Congress.

As amended and passed, the New Mexico measure has at least two interesting "intricacies." One clause inserted into the bill calls for payment for *"loss of profits to any owner who has utilized outdoor advertising."* The idea of paying for "loss of profits" is a new one and a questionable one. The bill states: "In determining loss of profits, due consideration shall be given to the experience of the business of the owner before the date of taking and the probable experience thereafter if the taking had not occurred."

Large billboard companies who rent signs to hotel and motel chains or to cigarette and beer companies which advertise on a large scale, have established depreciation schedules in their books. From such schedules some indication of "loss of profit" might possibly be arrived at as a basis of negotiation between state and billboard owners — at least Senator Melody in his defense of the amendment said so! But what of those cases where a road side curio shop or cafe has done its own advertising by means of one or more signs of its own? And how much business does one lose because he can no longer intimidate the tourist to stop to see "live rattlesnakes," to buy "real cactus candy," or to eat "real home cookin'" from a particular establishment? We do not suggest that this shotgun billboard approach has not been an actual car-stopper. We are simply wondering how many tax dollars might be called upon to provide, what seems to us, such open-ended and ambiguous consideration as are indicated by . . . "the experience of the business of the owner before the date of taking and the probable experience thereafter . . ."

Junkyard owners have the same kind of clause. And owners of the land upon which stands a "public nuisance" (a junkyard) as well as the owners of the yard are also entitled to "loss of profit" compensation.

The busy law courts will be busier! And the busy lawyers richer.

This new idea of additional compensation for the enforced removal of a business from the highway right-of-way might well be rejected by the federal Bureau of Public Roads, an act which could result in the repeal of this portion of the bill in the next session of the New Mexico legislature. At least this is the opinion of some lawyers and lawmakers who are better informed than we in such matters.

The second "intricacy" concerns the time schedule. "No outdoor advertising in existence on the effective date of the Highway Beautification Act and which is prohibited by Section 4A . . . shall be acquired by the commission through condemnation proceedings until July 1, 1970 . . ." We understand, however, that the "Ladybird Bill" says that signboards must be DOWN by July 1, 1970. If this is true, and the writers of the amendment must certainly know, why did they write the New Mexico bill in such a way as to force it to be changed as soon as the legislators meet again?

Still the new bill is a beginning!

Included in the state legislation is another important measure. It authorizes the state highway commission to "acquire and improve land necessary for the enhancement of scenic beauty within and adjacent to the interstate and primary systems . . ." In reality this is the most important and vital part of the entire act. Not only can the scenic wonders of our state come out from behind the barricade of billboards that have so long obliterated and spoiled them, but now the immediate foreground itself can become an object of pleasure and recreation for the traveller.

The anti-billboard bill is a beginning.

—JPC. BB





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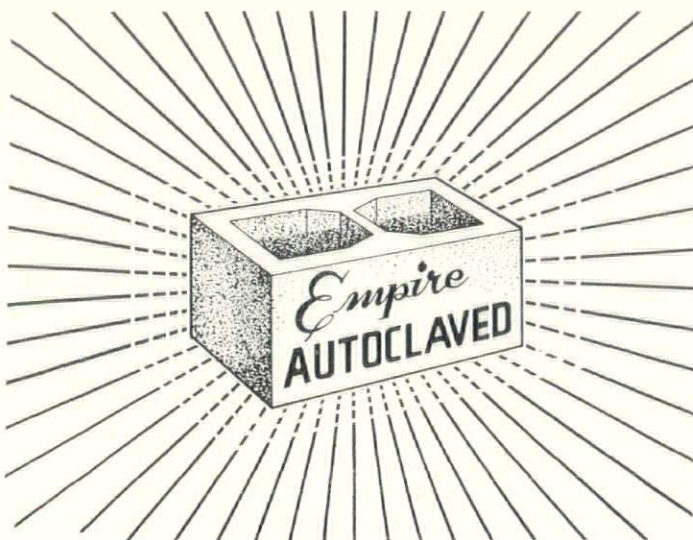


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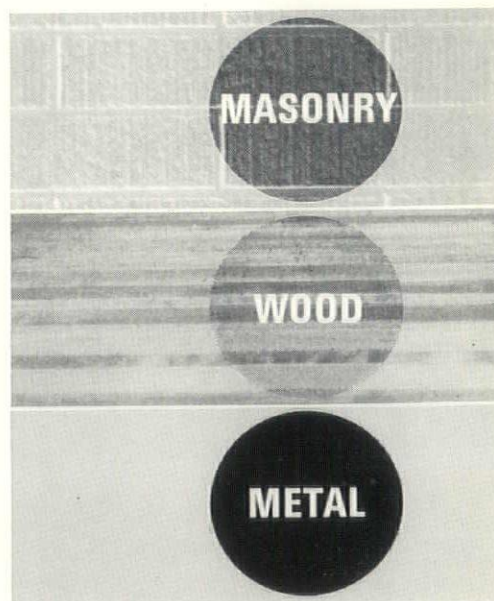
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J. B. Jackson is the Editor and Publisher of the magazine: *LANDSCAPE*. Widely travelled and a constant student of our changing environment, he writes and lectures widely. Twice during the first term he spoke on the UNM campus. Currently Mr. Jackson is lecturing at the College of Environmental Design at the University of California at Berkeley.

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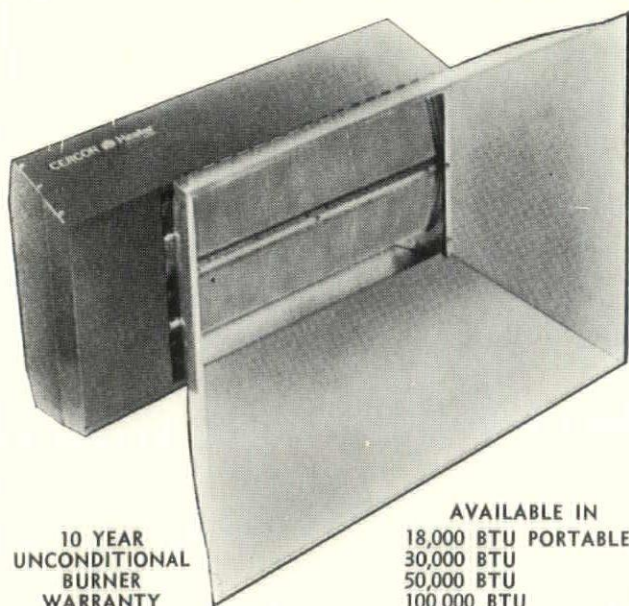
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